

# Prioritising Experience: The Experience More Megatrend and the Future of Payments

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## Abstracts

Consumers demand experiences, a reality which has spread not just to the products and services they buy, but also to the purchase transaction itself. This briefing explores the evolving influence of the “experience more” megatrend on consumer payments. Three primary pillars – seamless interaction, added value and security/trust – form the foundation of the superior payment experience that consumers increasingly expect from all participants in the payment cycle.

Euromonitor International's Prioritising Experience: The Experience More Megatrend and the Future of Payments global briefing offers insight into the size and shape of the Consumer Finance market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts provide an invaluable perspective on market evolution and the criteria for success. The briefing leverages Euromonitor International's 360-degree coverage of the global payments' landscape including insight on consumer debt.

**Product coverage:** Consumer Lending, Financial Cards and Payments.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Consumer Finance market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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